

Frutiger Metro

A thick, hand-drawn style orange line that spans the width of the title text below it.

- David Glotz

- **Frutiger Metro** (also referred to as Flat Frutiger Aero, Vector Metro, or Vector Vomit) is a broad visual style that includes the "Frutiger" vector-driven graphic aesthetics of the 2000s along with various other loosely connected and stylistically distinct Frutiger Family approaches. These designs incorporate glossy surfaces, abstract embellishments, organic elements, nature motifs, gradient-based sections, and/or features reminiscent of Vectorbloom. Primarily, it merges flat, minimalist imagery with an extravagant design approach, often targeting a pre-teen to teenage audience. Frutiger Metro bears many resemblances to Frutiger Aero and other contemporary aesthetics; however, whereas Frutiger Aero emphasizes intricate, glossy 3D compositions, Frutiger Metro remains flat.





















References:

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